SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Security system installers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Security installation research starts with the systems you support and the area you serve. Public company information does not establish a security weakness at a site.

$431.38B
Total economic impact
US / 2024 report [S01]

2.1M
Jobs supported
US / direct and wider effects [S01]

$130.4B
Direct economic impact
US / 2024 report [S01]

01 What you can offer

Discuss new installation, system replacement or maintenance with authorised business representatives.

02 Where to start

Choose a site and system type you know.

03 What to ask

Survey only with the authorised contact's knowledge.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

US security industry impact places products and services within a wider supply network. An installer's practical focus is local projects that fit its system expertise.

Total economic impact

US / 2024 report [S01]

$431.38B

Jobs supported

US / direct and wider effects [S01]

2.1M

Direct economic impact

US / 2024 report [S01]

$130.4B

What these figures cover

The data cover the US and include personnel, manufacturing and services. Total and direct impact differ; neither is global installation revenue.

Consider international customers

Foreign-owned local sites and overseas integrator partnerships are distinct routes; protect site and security information.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

US security industry economic effects

2024 report, USD billion / output

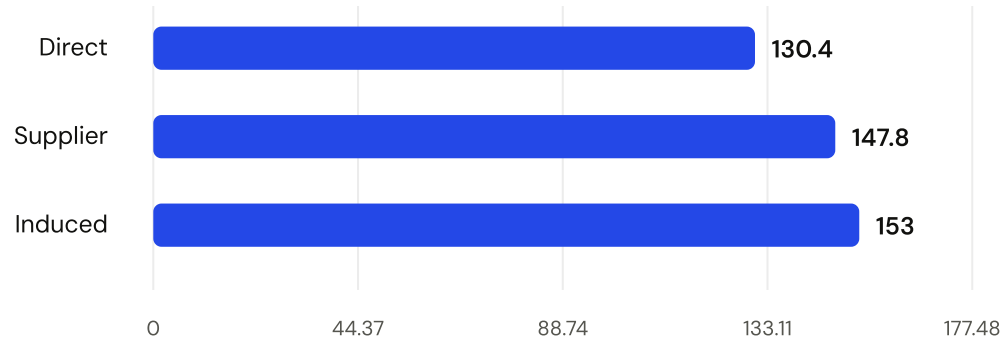


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a site and system type you know. Arrange a needs discussion with the authorised contact at suitable local businesses.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign-owned local sites and overseas integrator partnerships are distinct routes; protect site and security information.

The data cover the US and include personnel, manufacturing and services. Total and direct impact differ; neither is global installation revenue.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Warehouses

What to discuss

Discuss supported system uses and operating arrangements with warehouse managers.

Who to speak with

Authorised facilities or security lead

PROFILE
02
Potential buyer

Commercial offices

What to discuss

Clarify installation responsibilities between office occupiers and building management.

Who to speak with

Authorised facilities or security lead

PROFILE
03
Potential buyer

Retail networks

What to discuss

Ask retail networks about branch system standards and service coverage.

Who to speak with

Authorised facilities or security lead

PROFILE
04
Potential buyer

Industrial sites

What to discuss

Plan an industrial site survey around its operating and access rules.

Who to speak with

Authorised facilities or security lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a site and system type you know. Arrange a needs discussion with the authorised contact at suitable local businesses.

Next step

Research a small group of relevant firms.

02

Define the work together

Survey only with the authorised contact's knowledge. Discuss existing equipment, project scope and maintenance, and control access to project information.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign-owned local sites and overseas integrator partnerships are distinct routes; protect site and security information.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 2024 Economic Impact of the Security Industry

Security Industry Association · 2024 report

www.securityindustry.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/security-system-installers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION